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Message Text

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ORIGIN COME-00

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---------- 102652 /15
R 222307Z DEC 76
FM SECSTATE WASHDC
TO AMEMBASSY BERN
INFO AMCONSUL ZURICH

UNCLAS STATE 309488

E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJECT: FY 1978 COUNTRY COMMERCIAL PROGRAM FOR SWITZERLAND

REF: (A) STATE 292385; (B) BERN 1659; (C) BERN A-208

1. FOLLOWING SUGGESTIONS/OBSERVATIONS REFER TO THE PRELIM-
INARY FY 78 CCP INPUTS SUBMITTED PER REF (B) IN RESPONSE
TO STATE 054879 AND ARE PROVIDED AS GUIDANCE TO ASSIST BERN
IN FORMULATING ITS DRAFT CONTRIBUTIONS TO THE FY 78
PROGRAM.

2. CAMPAIGNS SUGGESTED BY BERN IN REF (B) ARE REFERRED TO
(BY TITLE, IN PARENTHESIS) IN FOLLOWING DISCUSSION, AND
IMMEDIATELY PRECEDE USDOC COMMENTARY. PARAGRAPHS 11-12
INCORPORATE PROPOSED CAMPAIGN ADDITIONS AND USDOC RATIONALE
FOR SAME.
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3. UNLESS OTHERWISE NOTED, USDOC CONSIDERS BERN'S PROPOS-
ALS AN EXCELLENT FOLLOW-UP TO PREVIOUS CCP ACTIVITY IN
SWITZERLAND. WE LOOK FORWARD TO RECEIVING FINAL FY 78
CCP INPUT.

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4. (CONSUMER GOODS) USDOC IS IN ACCORD WITH INCLUSION THIS CAMPAIGN AND HOPES TO BE IN POSITION TO PROPOSE SPECIAL, PILOT VTR SOLO FOR ZURICH DURING OCTOBER 1977. VTR PRESENTATION WOULD BE PART OF SIMULTANEOUS (12-COUNTRY) SHOWING WHICH WOULD INCLUDE HIGHLIGHTS OF A U.S. DOMESTIC EXHIBITION ON CONSUMER GOODS, E.G. HARDWARE, ADDITIONALLY, USDOC IS PROCEEDING WITH STEPS TO CARRY OUT ISP WITH GLOBUS DEPARTMENT CHAIN, DURING NOVEMBER/DECEMBER TIME FRAME IN 1977.

5. (ELECTRONIC COMPONENTS) USDOC IS IN ACCORD WITH INCLUSION THIS TARGET INDUSTRY (T.I.) PROVIDED BERN IS CONVINCED U.S. 75 PERCENT MARKET SHARE, IN THIS COMPARATIVELY SMALL MARKET, CAN BE IMPROVED UPON; I.E. ARE THERE SUFFICIENT AREAS FOR POST TO UNDERTAKE CAMPAIGN INITIATIVE ACTIVITIES, E.G. IN WATCH INDUSTRY? WOULD SUCH ACTIVITY BE ENHANCED BY PROMOTIONAL ASSISTANCE IN FY 78/FY 79 PERIOD OR ARE SWISS BUYING PATTERNS TOO FIRMLY ESTABLISHED?

6. (PROCESS CONTROLS) USDOC IS IN ACCORD WITH INCLUSION THIS T.I. CAMPAIGN AND WISHES TO CONFIRM THAT CATALOG EXHIBIT IS PLANNED FOR ILMAC, SEPTEMBER 1978, TO FURTHER ASSIST BERN.

7. (BUSINESS EQUIPMENT AND SYSTEMS) USDOC IS IN ACCORD WITH INCLUSION THIS T.I. CAMPAIGN AND WISHES TO CONFIRM THAT TM IS PLANNED FOR FEBRUARY TO FURTHER ASSIST BERN, ESPECIALLY IN EFFORTS TO INTERFACE PROSPECTIVE DISTRIBUTORS WITH U.S. SUPPLIERS.

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8. (VISIT USA) USDOC IS IN ACCORD WITH INCLUSION THIS T.I. CAMPAIGN AND WISHES TO COMPLIMENT POSTS' PREVIOUS EFFORTS.

9. (INDUSTRIAL AIR CONDITIONING) USDOC IS IN ACCORD WITH MOVING THIS SECTOR OF T.I. ON REFRIGERATION FROM NCI IN FY 77 CCP TO FULL-FLEDGED CAMPAIGN, AND WISHES TO CONFIRM THAT TM IS PLANNED FOR MARCH 1978 TO FURTHER SUPPORT BERN'S EFFORTS.

10. (METALWORKING AND FINISHING EQUIPMENT) USDOC WOULD APPRECIATE BERN'S CONSIDERATION OF TRANSFER THIS PROPOSED CAMPAIGN TO "OTHER SPECIAL POST EFFORTS," AS IT WOULD APPEAR THAT SOPHISTICATED LOCAL PRODUCTION SOMEWHAT LIMITS UTILITY OF PROMOTIONAL/CAMPAIGN ASSISTANCE FOR U.S. SUPPLIERS. REF (C) MAKES NO PRIORITY RANKING OF THIS T.I. BUT DOES INDICATE RELATIVELY LOW (2 PERCENT) ANNUAL

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IMPORT GROWTH POTENTIAL FOR U.S. SUPPLIERS OVER NEXT
THREE YEARS.

11. (POLLUTION CONTROL) USDOC WOULD APPRECIATE BERN'S
CONSIDERATION OF THIS T.I. AS A CAMPAIGN. REF (C) GIVES
IT HIGHEST PRIORITY AND PROJECTS 12 PERCENT ANNUAL IMPORT
GROWTH POTENTIAL FOR U.S. SUPPLIERS. USDOC WOULD ALSO
LIKE TO CONFIRM PLANS TO GIVE PROMOTIONAL ASSIST TO PRO-
POSED CAMPAIGN VIA TM/TSS DURING NOVEMBER 1977.

12. (COMPUTERS AND PERIPHERAL EQUIPMENT) USDOC WOULD
APPRECIATE POSTS' CONSIDERATION THIS T.I. AS A CAMPAIGN.
NOT ONLY DOES IT RECEIVE BERN'S SECOND HIGHEST PRIORITY
IN REF (C), BUT WILL BE FOLLOWING ON HEELS OF U.S. CATALOG
EXHIBIT AT INELTEC, SEPTEMBER 6-10, 1977. ESTIMATED
SIZE OF POTENTIAL IMPORT MARKET AND PROJECTED AVERAGE
ANNUAL GROWTH OF U.S. IMPORTS OVER NEXT THREE YEARS WOULD
APPEAR TO ARGUE STRONGLY FOR THIS T.I. RETAINING ITS
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CAMPAIGN STATUS IN FY 78.

13. ALTHOUGH FOREGOING REMARKS INCORPORATE MAJORITY OF
BERN'S AND/OR USDOC'S PROPOSED FY 78 CAMPAIGNS, USDOC
WOULD APPRECIATE BERN'S FURTHER CONSIDERATION OF ENERGY
SYSTEMS AND HEALTH CARE EQUIPMENT AND INSTRUMENTATION,
EITHER AS CAMPAIGNS OR AS "OTHER SPECIAL POST EFFORTS."
BOTH T.I. APPEAR TO MERIT SOME CCP ATTENTION IN VIEW OF
THEIR SIGNIFICANCE IN SWISS MARKET PLACE.

14. THE FOLLOWING, AS ADDITIONAL "OTHER SPECIAL POST
EFFORTS" FOR FY 78 CCP, MIGHT BE WORTHY OF BERN'S
CONSIDERATION IN VIEW OF ITS EXCELLENT PAST EFFORTS AND/
OR MARKET JUSTIFICATION: FOREIGN BUYER PROGRAM,
COMMUNICATIONS EQUIPMENT, LABORATORY AND SCIENTIFIC
INSTRUMENTS, AND CHEMICALS. LATTER ESPECIALLY APPEARS
TO BE SECTOR WHERE TOPS OR RELATED ACTIVITY COULD PROVE
QUITE VALUABLE TO U.S. SUPPLIERS.
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